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| Beauty Wares Intranet Portal v1.0 |
| Response to Request For Proposal |
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| **2/20/2015** |

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| This document is a proposal from Ram Software Engineering Labs Private Limited to build Intranet Portal for Beauty Wares. |

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# Executive Summary

## Background

Beauty Wares is one of the leading tiles and sanitary ware showroom in Erode. They are currently using Tally ERP9 Software that automates following part of their business

1. Materials Procurement Flow
   1. Raise Purchase Order - Either a fresh purchase to fill stock in Godown / inventory or against pending sales bill that needs to be delivered. PDF exported from Tally is used to send a mail to supplier for placing an Order.
   2. Enter Goods Received Note (GRN) when supplier supplies the stock against one or more Purchase Order
   3. Enter supplier invoices received as part of GRN for payments
   4. Process supplier invoices by making the payment through Tally
   5. In case goods are received against a Sales bill, person in procurement department informs Sales Executive entered in Sales bill.
2. Sales flow
   1. Once the customer / prospect is going to purchase most probably after manual negotiation of quotation, sales executive creates a Sales Order / Quotation entry in Tally
   2. When customer pays advance an Order is booked in Tally and a Sale Bill is raised in Tally
   3. Now the individual items in the order is pending for delivery
   4. Personnel in Godown, access tally to see the line items in the order
   5. If stock is available, stock is delivered to customer and status of order is changed to DELIVERED.
   6. If sufficient stock is not available, Purchase / procurement department places order to fulfil the sale bill
   7. When Sales Executive gets notified about the stock being procured against sales bill, Sales executive informs the customer and follows-up with customer to deliver the goods.

While the above workflows are automated, following activities are still manual and they are logged manually in various registers.

1. Sales bill delivery status: This finds out which sales bills are raised today and what have been delivered and what haven’t been delivered.
   1. The sales bills that are pending for delivery due to non-availability of stock are manually informed to the purchase department to place order to procure them from suppliers.
   2. Once the stock pertaining to a sales bill arrives, the procurement team calls-up sales team and informs them about their availability who then calls-up customer to come and take delivery of goods.
2. Delivery report: For each delivery, following details are reported on a daily basis.
   1. Sales bill number
   2. Who delivered
   3. Box number
   4. Weight of box
   5. Vehicle no in which delivery was taken
3. Customer visit tracker
   1. Logging details of individual customer visits
   2. Provide Quotations to the customer
   3. Receipts in the form of advance

Due to above manual process, there are discrepancies in the form of human errors, timely availability of reports, inefficient tracking of sales team’s performance.

Systems in various places are all connected through Wireless LAN with the help of RF Tower. While Sales team, procurement team sits in the same building, delivery / warehouse team is in a different building. Management team accesses the Tally system and CCTV monitoring from their home few KMs away from the show room.

Tally ERP 9 is deployed in a desktop class Windows system and it is performing well without any issues. The system is shut down after business hours and started beginning of every day.

## Business Need

The management team of Beauty Wares wants their Sales workflow, delivery workflow to be automated and where possible integrated with their existing Tally ERP9 system so that they can

1. minimize existing manual process
2. improve efficiency and productivity of workforce
3. add transparency through various reports to track status and performance on a daily basis

Management team doesn’t want the new system to update any of the records maintained by Tally ERP9 system as much as possible even though the new system can query Tally ERP9’s database to fetch required information.

Management team strongly feels that the new system when commissioned and used will serve as a central system that brings all stakeholders within the organization into a common platform. The same system can then be progressively evolved to function as a robust intranet portal through which needs of every department is fulfilled.

Sales workflow involves right from the point when customer visits the showroom initially related to a project’s needs till the point goods are delivered.

Delivery workflow involves right from the point sales bill is raised till they are delivered even if that includes placing purchase order to procure some or all of the items mentioned in the sales bill. In a way this looks more like a part of Sales workflow but it depends on integration with Tally to place purchase order.

## Scope of proposal

Scope of this proposal includes stating all the business requirements Beauty Wares have for the proposed system as well as the solution that is going to be iteratively built and delivered.

Scope does not include on-going support or enhancements to the new system.

## Type of proposal

The proposed solution is going to be built iteratively. Each iteration will be a Fixed Price bid. The payment has to be made at the end of each iteration after customer acceptance testing. The proposal provides estimates only for the immediate iteration.

# High level business requirements

This section details high level business requirements that form the basis for this proposal.

## User Authentication and authorization

Since the system supports multiple users, there needs to be a way to manage

1. List of users and their login credentials – Administrator can opt to use employee code as the login id
2. List of roles and their entitlements – Here the administrator creates a role and assigns the list of feature that the role is entitled to access
3. User – role allocation – User is assigned one or more roles by virtue of which they will get role based entitlements

## Admin & HR Module

### Department data store

System should be able to manage the list of departments within the organization. Currently following departments are present – Admin, Marketing, Production, Installation.

Each department has the following characteristics.

1. Department Code
2. Department Name

### Employee data store

System should manage list of employees present in the organization. An employee has following attributes.

1. Employee Code
2. Name
3. Date of Joining
4. Department
5. Present Designation
6. Present Salary
7. CTC
8. Address
9. Mobile No
10. Date of Resignation
11. Status – Specifies if the employee record is active or disabled
12. Category – Optional field in case if we need to categorise employees as Permanent, Probationary, Trainee, On Contract, On Notice, etc

### Promotion Transaction

Employee can be promoted 1 or more times during his tenure. System should keep track of each promotion transaction and update the latest designation in the employee master table. Following details have to be captured and tracked for every promotion.

1. Employee Code
2. Present Designation
3. Promoted Designation
4. With Effective From
5. Remarks

### Increment Transaction

Employee can receive one or more increments as part of pay revisions. Following details have to be captured for each such transaction.

1. Employee Code
2. Present Salary
3. Incremented Salary
4. With Effective From
5. Remarks

### Resignation Transaction

When an employee resigns, the status of the employee record has to be tracked with following details captured.

1. Employee Code
2. Resignation letter submission date
3. Date of Resignation – Last working day for the employee
4. Resignation Status – Accepted / Rejected / On-hold / Resigned (left the organization)
5. Resignation Notes – Reasons stated by employee for resigning
6. Manager’s comments – Comments given by employee’s manager after discussion with employee

### Report – Employee List

This report should show

1. Aggregate of employees in each department
2. Total of all employees in the organization
3. List of employee records showing following information of each employee
   1. Employee code
   2. Name
   3. Date of Joining
   4. Department
   5. Designation
   6. CTC

### Report – Joining

This report should take following input to execute report

1. Calendar Year
2. Months – one or more months can be selected

The report should show list of employees who have joined in the selected period with following details displayed

1. Employee Code
2. Name
3. Date of Joining
4. Department
5. Designation
6. CTC

### Report – Resignations

This report should take following input to execute report

1. Calendar Year
2. Months – one or more months can be selected

The report should show list of employees who have resigned in the selected period with following details displayed

1. Employee Code
2. Name
3. Date of Joining
4. Date of Resigning
5. Department
6. Designation
7. CTC

### Report – Promotion and Increment

This report should take following input to execute report

1. Calendar Year
2. Months – one or more months can be selected

The report should show list of employees who have been promoted OR awarded increment in the selected period with following details displayed

1. Employee Code
2. Name
3. Date of Joining
4. Department
5. Present Designation
6. Promoted Designation
7. Present Salary
8. Increment Salary
9. With Effective From date

### Report – Employee History

This report should take following input to execute report

1. Address
2. Mobile No
3. Employee Code or Employee Name

System should fetch the matching employee and show following details

1. Employee Code
2. Name
3. Department
4. Designation
5. Date of Joining
6. CTC
7. Promotions Grid: Table with following columns listing all promotions employee has been awarded
   1. Present Designation
   2. Promoted Designation
   3. With Effect From
   4. Remarks
8. Increments Grid: Table with following columns listing all increments employee has been awarded
   1. Present Salary
   2. Incremented Salary
   3. With Effect From
   4. Remarks
9. Date of Resignation

## Accounts Module

As the existing system is based on Tally, system should fetch data from Tally and execute reports.

### Daily Report

Daily report should by default display the last generated report along with the date when the report was generated. Report should have following sections / details.

1. Opening Cash Balance
2. Closing Cash Balance
3. Bank Balance in each corporate account (AXIS, CUB, SIB)
4. Sundry Debtors Advance (Total customer advances)
5. Sundry Creditors Advance (Total supplier advances)
6. Customer Advance: This should have following details for each customer advance
   1. Customer Id
   2. Project Id
   3. Name
   4. Project
   5. Product
   6. Total Value
   7. Advance Received
7. Supplier Advance: Advance paid to the supplier today with the following details for each advance
   1. Name
   2. Product
   3. Total Amount
   4. Advance Amount
8. Raw Materials in Stores
9. Raw Materials in Work floor
10. Semi-Finished in Work floor
11. Finished Good

### Accounts – CEO Reports

Asset and liability report has to be generated on a daily basis from the Tally ERP system.

1. Assets
   1. Closing Stock
   2. Finished Goods
   3. Semi-Finished Goods
   4. Raw Materials
   5. Sundry Debtors
   6. Cash Balance
   7. Sundry Creditors – Advance
2. Liabilities
   1. Sundry Creditors
   2. Loans of each bank account
   3. Each unsecured loans
   4. Sundry Debtors – Advance
3. Total

### Invoice Details

System should fetch invoices from Tally ERP9 Accounting system for the given date range. The report should have following details for each invoice entry.

1. Customer Id
2. Project Id
3. Customer Name
4. Project Name
5. Contact Details
6. Invoice No
7. Total Quantity
8. Total Square Foot (SF)
9. Invoice Value
10. Payment Terms
11. Advance Received
12. Packing List Shortage
13. Sales Executive Name

#### Filtering Invoice Details report

In the report mentioned above following options should be available to filter the records present.

1. Customer History: Filter is based on Customer Name or Customer Id
2. Project History: Filter is based on Project Name or Project Id

### Sundry Debtors

Following report fetches the list of customer entries that have an outstanding / pending payment. Payments pending in individual projects should be summarized within the customer entry.

1. Customer Id
2. Customer Name
3. Last Invoice Date
4. Last Payment Received
5. Received Amount
6. Outstanding Value
7. Outstanding No. of days
8. Sales Executive Name

## CRM Module

This module tracks a customer from the time he visits till a sale bill is raised. It also includes follow-up done by Sales Executive and Marketing Executive with customer.

### Client / Prospect Management

#### Client / Prospect Data store

Maintain database of Client / Prospect. Each client has following characteristics. These details are captured along with the visit details during customer’s first visit.

1. Customer Id (Customer Relationship No) – Unique, auto-generated by the system
2. Customer Name
3. Customer Type – Individual or Corporate
4. Address (3 Lines – Line 1, Line 2, Line 3)
5. City / Town / District
6. State
7. PIN Code
8. Contact No
9. Email id

#### Contacts Data store

In case of corporate customer, there can be one or more contacts related to the customer. For each contact within a corporate client, add a line item for the client / prospect. Contact entries are captured during client’s first visit along with client details. A client contact will have the following details

1. Customer id – Id of the customer to whom the contact is associated
2. Contact Id
3. Contact Name
4. Designation
5. Contact No
6. Email Id
7. Address (3 Lines)
8. City / Town / District
9. State
10. PIN code

#### Building Vendors Data store

This module is required to keep track of various vendors involved in taking up building contracts. Following vendor types are supported in the system.

1. Contractor
2. Architect
3. Engineer
4. Tile Layer
5. Mason
6. Plumber

For each vendor, following details are captured and maintained.

1. Vendor Id – Unique id of the vendor
2. Vendor Type – Type of the vendor i.e. any one of the above vendor types
3. Vendor Name
4. Address (3 Lines)
5. City / Town / District
6. State
7. PIN code
8. Mobile No
9. Landline No
10. Email Id

### Client / Prospect Projects

To follow-up with client / prospects specifically at the right time, it is essential to keep track of any construction / renovation work carried out in client / prospects’ place. This sub-module captures details of such projects from client / prospect.

1. Customer Id
2. Project Id – Generated by the system for each project taken-up by the customer
3. Project Name
4. Start Date
5. Expected End Date
6. Building Stage / Status
   1. Plastering, Plumbing, Concrete Over, Brick Work, Basement
7. Usage – Factory / Institution/ House / Apartment / Hospital
8. Floor
9. Floor Area
10. No. of bathrooms
11. Address (in case different from customer address)
12. Town / City
13. State
14. PIN code

#### Client / Prospect Project Vendors

For each project of client / prospect, we need to keep track of all the vendors who are involved in the project.

1. Project Id (User should be allowed to search projects based on customer / project details)
2. Customer Id (Automatically populated based on selected project)
3. Vendor Type (Any of the vendor types listed above)
4. Vendor Id (Also id of the vendor picked from the list shown by the system for the selected vendor type)

### Client / Prospect Visit Details

System keeps track of visits by Client / Prospect in the showroom. Visit details, customer details (for the first visit), contact details and project details should be captured at once to simplify data entry.

1. Customer Id
2. Contact Id (In case of Corporate customer)
3. Project Id (Project associated with the visit)
4. Visit Date Time
5. Showroom Sales person – List of employees in Sales department should be populated in dropdown from where user will select the sales person
6. Visit status –
   1. Billed
   2. Showroom Visit
   3. Quotation Given
   4. Advance Paid
   5. Billed
   6. Outside Purchase
   7. Order Placed
   8. Needs Follow-up
   9. Not Interested
   10. Complaint Logged
   11. Item Returned
   12. Item Exchanged
   13. Item to be replaced
7. Visit Status Reason – Reason needs to be entered if the status is Needs Follow-up, Not Interested, Complaint Logged, Item Returned, Item Exchanged, Item to be replaced, Outside purchase
8. Next follow-up date / time
   1. When should Sales Executive follow-up with the Client / Prospect. Based on this a call entry should be planned for this client and project

### Client / Prospect Call tracking

Sales Executive follows up with Client / Prospect to identify their needs and take up orders from them. Each call needs to be logged and the follow-up call needs to be planned.

1. Client Id
2. Contact Id
3. Call Type
   1. New Call, Follow-up, Measurement, Payment, Complaint, Requirement, Negotiation, PO & Advance Received, Bank Work, Material Unloading, Others
4. Planned Call Date Time – Date and time when the call was planned
5. Call Status
6. Call Status Reason – Reason to be specified in case Call status is Outside Purchase. Reason can be Rate, Brand, Design Not good, Poor Response
7. Actual Call Date Time
8. Name of Sales Executive
9. Next Follow-up Date Time – Date and time when next follow-up with the client can be made

## Reports

### Call scheduling by Marketing Executive

Marketing Executive gets a report of all customer visits and plans the next follow-up required on each visit if the visit is not closed through billing or declined by the customer because of outside purchase or disinterest.

### Tomorrow Reminder for Marketing Executive

This reports only the calls scheduled for today and / or tomorrow.

### Call Status Report for CEO

CEO can search on status of calls / follow-up done by individual marketing executive between two dates.

### CEO Dashboard

CEO can filter the dashboard for given date range. Dashboard should have following charts

1. Call Report
2. Quote Sent
3. Offer Status
4. Invoiced Details
5. No. of calls for each type
6. Square feet vs Project phase

### Call status tracking by Marketing / Sales Coordinator

Marketing coordinator sees the list of calls made by the executive along with Manager comments for the given date range

### Detailed tracking of customer visits based on individual products by Marketing / Sales Coordinator

Marketing coordinator sees the list of customer visits and the tracking of their requirements for each product (Tile – floor & wall, Exterior tile, Chimney, Solar) they need.

### Visit tracking by Sales Executive

Track status of each customer visit for each product

### Order Request to Purchase by Sales Executive

While raising the sale bill or receiving advance, Sales Executive can place orders of all or some of the items in sales bill to purchase department

### Order status report by Sales Executive

Sales executive tracks the status of orders placed by purchase department (Read only)

### Pending Report by Sales Executive

Track status of each order placed against a sale bill for individual items in the bill and the planned available date.

### Pending Entry by Godown

Godown employees can enter items pending delivery that needs to be purchased

### Pending report for Godown

Godown employees can track items pending delivery that are ordered by purchase. (Read only)

### Pending delivery updation by Godown

Godown employees can track items delivery status once pending items are made available through delivery.

### Delivery reports for Godown

Godown employees get to see reports on today delivery, late delivery, pending delivery, against order delivery

### Return Entry by Godown

Godown employees enter those items that are returned by customer / sales employee

### Order request from Sales for Purchase

List of items requested by sales

### Pending report for purchase

List of items pending to be procured by purchase against a sale bill no

### Pending material request from godown

List of items that were undelivered due to non-availability of stock in Godown at the time of delivery.

### Invoice entry by billing

Billing staff track status of each invoice whether it is billed or not along with the delivery status.

### Return Invoice entry by billing

Billing staff enters return entry along with item details

### Order status report for Logistics coordinator

Logistics coordinator gets to see the status of delivery and availability of each item and their quantity.

### Pending report for logistics coordinator

Logistics coordinator gets to see status of each item ordered as part of pending delivery along with their available date.

### Payment Follow-up for Marketing GM

Marketing GM tracks status of individual invoices pending payments and provides remarks

### Projections for Marketing GM

Marketing GM gets to see current month, second month and third month projections based on customer visits, their projects and their likelihood.

### Complaints tracker

CEO gets to see complaints raised on each department for a given time period and respond with comments.

### Messages tracker

CEO gets to see messages sent by each department for a given date range

### General Reports – Sales Report

### General Reports – Cost Analysis

### General Reports – Project History

### General Reports – Quotes status Report

### General Reports – Failure Report

### General Reports – Demo Van Activity Report

### General Reports – List of Architects

### General Reports – List of Engineers

### General Reports – List of Builders

### Customer Care– Complaint Entry on item

Customer care team can enter complaints on each item of a brand as reported by the customer.

### Customer Care– Complaint Entry on new installation

Customer care team can enter complaints on new installation

### Customer Care– Complaint Tracking report

Customer care team tracks status of each complaint logged in the system

# Proposed Solution

The solution will follow a typical Enterprise application stack with a web browser front end. The new system will have its own Relational Database – Beauty Wares DB running on MySQL or PostgreSQL, both of which being open source database.

The proposed system will be running on open source Apache Tomcat server, a Java web container. Both database and apache tomcat server will be running on the same system where Tally ERP 9 is deployed or it can also be deployed on a separate system.

XML over HTTP

**Beauty Wares Intranet Portal**

CRM Module

Web Browser

Admin Module

User Management

Beauty Wares DB

Call Tracking

Delivery Tracking

Payment Tracking

Reports

Tally Adapter

Tally ERP9

Figure Block diagram of proposed system

# Project & Payment Schedule and Estimates

## Iteration 1 – CRM Module

This iteration focuses on building the core infrastructure components of the proposed system along with the core CRM module.

Following business requirements will be realized in this iteration 1

1. User Authentication and authorization
2. Admin and HR Module - Includes only Department and Employee data store features in this iteration. Other requirements like promotion transaction, etc or reports are not part of this iteration
3. CRM Module
4. Reports: Following reports will be included as part of this iteration
   1. Call scheduling by Marketing Executive
   2. Tomorrow Reminder for Marketing Execcutive
   3. Call status report for CEO
   4. Call status tracking by Marketing / Sales Coordinator
   5. Detailed tracking of customer visits based on individual products by Marketing / Sales coordinator

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| **#** | **Milestone** | **Schedule** | **Payment Schedule** |
| 1 | Requirements including User Interface specification | Week 1 | - |
| 2 | Design specification | Week 2 | - |
| 3 | User Authentication and authorization | Week 3 | - |
| 4 | CRM Module | Week 4 – Week 5 | 50% |
| 5 | Reports | Week 6 – Week 7 | 30% |
| 6 | User Acceptance Testing | Week 8 | 20% |

Following are the effort and cost estimates for the overall project.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| # | Role | Rate / hr  (in INR) | Estimated Effort  (in person hours) | Total Cost  (in INR) |
| 1 | Software Engineer | X | 320 | X \* 320 |
| 2 | Lead Software Engineer | Y | 160 | Y \* 160 |
|  | **Total Cost for the iteration (INR)** | |  |  |